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THE PLEASURE OF DRINKING AND SMOKING

Brussels - "Everyday pleasures, which include the sort derived from coffee, alcohol and tobacco, provide us with just the right sort of enjoyment we need to recover from our exertions and improve the quality of our lives". This is a most unusual claim to hear being made by scientific researchers.

"The beneficial effects of stimulants are often overlooked", opines professor Warburton, who, as well as teaching at Reading University in the U.K., is also a leading member ARISE, an international organisation carrying out research on the pleasures to be derived from certain types of stimulants. His colleague, Petra Netter from Giessen University, reckons that pleasure is important because it acts as an antidote to negative states of mind and pleasurable experiences have an exceedingly beneficial effect on people's health.

According to an opinion survey commissioned by ARISE in the United Kingdom, Germany, France, Spain and Italy, a majority of people relieve stress by taking a bath or shower, reading or watching TV. Sex ranks no higher than 10th on the list of daily pleasures, lower than drinking coffee and tea or watching TV. The Italians are alone in considering sex to be a pleasure like any other one.

ARISE enjoys the support of the European Association of Advertising Agencies, the International Organisation of Hotel and Restaurant Associations, the Miller-Brouwerij, Philip Morris Europe and Rothmans International.

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